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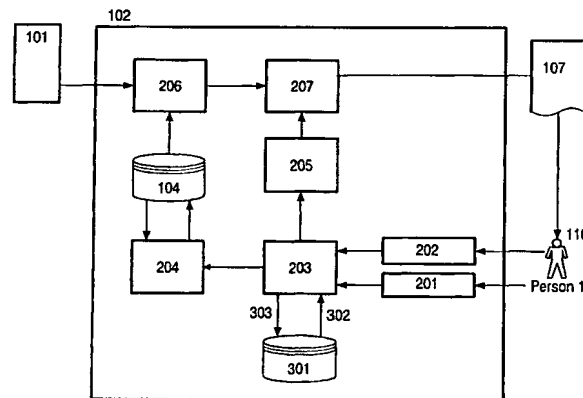
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[Continued on next page]

(54) Title: SYSTEM AND METHOD FOR ADAPTING AN INTEREST PROFILE ON A MEDIA SYSTEM



(57) Abstract: This invention relates to method and a media system (102) of / for adapting an interest profile (104) based on a feedback behavioral profile (301). Said method comprises the steps of: retrieving information about media content (101); retrieving implicit information (201) representing feedback information about a user's interaction with the media system, wherein said implicit information also relates to said information about media content; retrieving explicit information (202) representing feedback information about a user's rating of the media content, wherein said explicit information also relates to said information about media content; updating, by a feedback analysis (203), the feedback behavioral profile in response to at least one of implicit and explicit information; estimating a first score representing relevance of the media content based on the feedback behavioral profile and at least one of implicit and explicit information; estimating a second score based on feedback behavioral profile and the first score, wherein the second score represents reliability of the first score; and updating, by an interest profile maintenance (204), the interest profile based on said first and second scores. Said method further includes the step of: further updating the feedback behavioral profile based on said first and second scores.

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Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the International search (name of data base and, where practical, search terms used)

EPO-Internal

## C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 6 005 597 A (SIMPSON M O S C JASBA ET AL) 21 December 1999 (1999-12-21) abstract column 2, line 15 - line 67 column 4, line 28 - column 8, line 45	1-12
X	WO 02/19158 A (KONINKL KPN NV ; BULTJE RENE MARTIN (NL); LIEMPD EGIDIUS PETRUS MARIA) 7 March 2002 (2002-03-07) abstract page 3, line 5 - page 7, line 27	1-12
X	WO 01/15449 A (SINGULARIS S A ; VAMPARYS FRANCK (CH)) 1 March 2001 (2001-03-01) abstract page 8, line 8 - page 19, line 22 ----- -/--	1-12

☒ Further documents are listed in the continuation of box C.

☒ Patent family members are listed in annex.

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## C.(Continuation) DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
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A	abstract paragraph '0003! - paragraph '0007! claims 10-13	2,11,12
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Information on patent family members

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